



# EQUITABLE COMMUNITY ENGAGEMENT in Adaptation Planning and Disaster Response

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National Adaptation Forum – April 4, 2013



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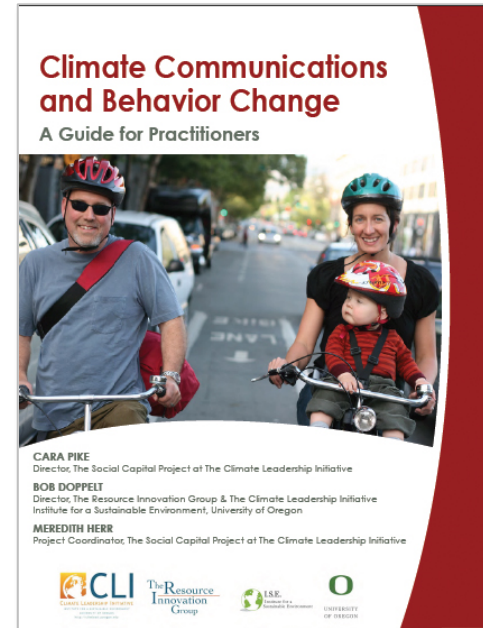








# + THE SOCIAL CAPITAL PROJECT





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The network for those engaging the public in the transformation to low-carbon, resilient communities.



### The Fall 2012 National Surveys on Energy and Environment

National surveys conducted by researchers at the University of Michigan and Muhlenberg College before and after Superstorm Sandy explore how personal experiences of weather events affect public perceptions of global warming.

[Read more](#)

## BLOG



March 18, 2013

### The National Climate Assessment – Why You Should Provide Comments

Missy Stults

As you may have heard, the draft 2013 U.S. National Climate Assessment (NCA) is currently out for public review and comment. But you may be asking yourself, what is this document, and why should I participate in the review period? Let's start with "why" you should become a reviewer of the NCA.

[0 comments](#)

[Read more](#)

## FEATURED EVENT



### Achieving Buy-In for Adaptation: EPA webinar

March 21, 1-2:30pm EDT

The first webcast in a three part mini-series "Climate Change Adaptation for State and Local Governments", hosted by EPA's State and Local Climate and Energy Program. [Learn more and register](#)

## 7 reasons why the public is not engaged on climate AND WHAT TO DO ABOUT IT

### FROM THE BLOGOSPHERE



### Millennials, Change, and Outlook for Climate Activism and Coverage

[and Coverage](#)

John Wihbey  
March 14, 2013



### Climate change and consequences on

1,400+ members

across 42 countries,  
primarily US & Canada

NGO: 56%

GOV: 19%

EDU: 17%

Service: 8%

Top areas of member expertise:

- Communications
- Policy
- Energy

# Resiliency





# + COMMUNICATING CLIMATE ADAPTATION AND PREPARATION

## Literature Review and Polling Summary

- Reviewed more than 85 articles from scholarly journals and trade publications from 2007-present
- Analyzed findings from more than 70 polls from 2007-present



# + Adaptation Comes Home

The Adaptation Conversation Has Begun





# + The Mitigation-Adaptation Intersection

Mitigation + Adaptation



# + Linking Extreme Weather to Climate

## Storms and Growing Seasons





# + Addressing Uncertainty

## Risk Perception



# + The Preparation Frame

Being prepared is the right thing to do.





# + Vulnerability and Resilience

## Community Well-Being



# RECOMMENDATIONS:

## 1. Caution in conveying impacts





# RECOMMENDATIONS:

## 2. Building from extreme weather to action



# RECOMMENDATIONS:

## 3. Tap Values





## + FRAMING CONSIDERATIONS:

- Focus on near-time consequences with supporting facts when possible.
- Emphasize collective action.
- Set milestones and avoid the idea that we can put an end to global warming.

# + Levels of Listening

1. Downloading

1. Factual

1. Empathetic

1. Generative





# + Contact Us



[www.climateaccess.org](http://www.climateaccess.org)



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# BELLE ISLE PARK

City of Detroit

Recreation Dept.





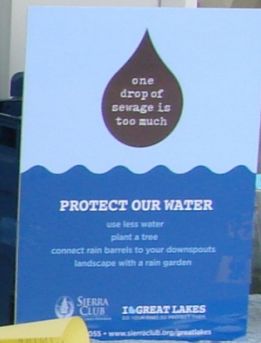








**GREAT LAKES**  
PROTECT THEM







# Cafe Hours

Mon-Thur 11:00 am - 11:00 pm  
Fri-Sat 11:00 am - 11:00 pm  
Sun 11:00 am - 11:00 pm

RIVERWALK  
cafe





















































































































